

Minutes of the

APPRENTICESHIP ADVISORY COUNCIL

Advisory to DWD, Bureau of Apprenticeship Standards
and
Wisconsin Technical College System Board

Crowne Plaza Hotel - 4402 E. Washington Avenue - Madison, WI

October 28, 2008

MEMBERS PRESENT

Wayne Belanger	Marcie Marquardt	Susan Scaffidi
Gert Grohmann	John Metcalf	Tom Schoenberger
Terry Hayden, Co-Chair	David Newby	Clay Tschillard
Henry Hurt	James Nowak	Marge Wood
Mike Lewin	Robert Riberich, Co-Chair	

MEMBERS EXCUSED

Earl Buford	James Nowak	Dan Vanden Bush
Brent Kindred	Ben Rodriguez	
James Moore	Ron Splan	

MEMBERS ABSENT

None

CONSULTANTS AND GUESTS

Jose Bucio	Wisconsin AFL-CIO	Milwaukee
Ken Moore	DWD-DET-Bur App Standards	Madison
Kathy Wellington	DWD-DET-Bur App Standards	Madison

Welcome, Introductions and Check-In

The meeting was called to order at 10:05 a.m. Ken Moore, DWD/BAS, confirmed that the meeting was properly posted in conformance with the Wisconsin Open Meeting Law. Signature sheets were circulated to record those in attendance.

Approval of Minutes

Mr. Riberich referred members to the minutes of the August 28, 2008 Council meeting, which were included in the meeting packet. Mr. Hurt motioned to approve the August 28, 2008 minutes as written. Ms Marquardt seconded the motion. Motion carried.

Sub-Committee Reports:

Educational Linkages: Mr. Riberich reported that the sub-committee had held one meeting since the last Council Meeting. He noted that poor attendance at the meeting inhibited the committee's progress on the development of an outreach packet for the K-12 system. Mr. Riberich provided and reviewed a progress report with members, noting that the committee is in the "gathering and sifting" stage. He was joined by Mr. Tschillard in describing three key points guiding project development:

- Increase student ability in Algebra, which is a gateway skill to many trades

- Target students earlier and include at-risk students, not just traditional students
- Improve marketing and public awareness of apprenticeship's value

Mr. Riberich informed the members that the committee will continue its work on this project and stressed the importance of member attendance and participation.

Equal Access Sub-Committee: Mr. Belanger provided the committee report, noting that the committee had met twice since the last Council meeting. He reported on two committee products, the Wisconsin Construction Apprenticeship Workplace Diversity Survey and the developing Apprentice Orientation Handbook.

Workplace Diversity Survey – Mr. Belanger informed members that the committee completed development of the “conclusions and next steps” section of the survey report. Members reviewed and discussed the new language contained in the report. Member discussion pertained to the following topic areas:

- Survey results highlight the need for stronger partnership between apprenticeship and K-12 system; need to encourage council participation by DPI; need DPI representative to champion and promote the connection to apprenticeship; need to strengthen this linkage in both directions.
- Members are interested in learning more about diversity-related monitoring currently conducted by BAS.
- Members expressed agreement that the conclusions and next steps are appropriate to issues identified in the survey responses.

Mr. Grohmann motioned to approve conclusions and next steps as presented by Mr. Belanger and contained in the report. Mr. Riberich seconded the motion. Motion carried.

Apprentice Orientation Handbook – Mr. Belanger informed members that work is continuing on the development of the Apprentice Orientation Handbook. He provided sample pages and reminded members that the committee is seeking to provide an orientation from the perspective of “one voice” to ensure that new apprentices know what to expect from their first day, forward.

Mr. Hurt noted that use of the handbook will be voluntary and can serve as either a primary or supplemental orientation tool. Mr. Tschillard cited the Madison Electricians as an example of supplemental usage, stating that they will continue to use their existing 3-day orientation, but will seek to incorporate the new handbook within that structure, where appropriate.

Informational Sub-Committee: Ms. Marquardt informed members that she had no committee business to report, noting that the committee had not met since the last Council meeting. Mr. Tschillard spoke in reference to the recent revision of the Wisconsin Apprenticeship Manual. He reported that the manual would be further improved if language were clarified in several areas. He cited the 30-day rule, RI while unassigned, unassignment vs. disability for drug testing as examples, stating that he has a list of other areas that lack clarity.

Marketing Sub-Committee: Mr. Belanger provided the committee report, noting that one meeting has been held since the last Council meeting. He informed members that the committee has finalized the Financial Tools for the Trades toolkit. He requested input from the Council in regard to next steps in the development of a Marketing Outreach Tool.

Financial Tools for the Trades Toolkit – Wayne informed members that the course consists of an Apprentice Survival Guide, Apprentice Learning Guide, Instructor Guide and Instructor PowerPoint presentation slides and notes. He stated that the committee was very pleased with the quality of the final products.

He noted that the Financial Tools for the Trade materials will be rolled out through Train-the-Trainer sessions, currently scheduled for December 8th and 17th; 9am to 4:30pm; at MATC (Madison). Chris Ignatowski and Clay Tschillard will train on the content and will be joined by Kathy Wellington who will provide attendees a brief refresher on conducting a good workshop.

Member discussion followed and included the following:

- Several members reported that the course and materials are being very well received and that many local committees are eager to put them to use.
- Apprenticeship coordinators are currently being polled to see where instructors are needed.
- Course is not mandatory; committees/sponsors can elect to use entire course, partial course or forego use. Committees can mandate use as part of unpaid RI.
- Consider using a formal course evaluation so that Council can gauge effectiveness and make improvements as identified.
- Use of local financial professionals can add expertise to specific sections, but should not include sales or direct marketing.

Marketing Outreach Toolkit – Next Steps – On behalf of the committee, Mr. Belanger recommended that their next focus be the development of a Marketing Outreach Toolkit. He requested member input regarding content, medium and breadth of effort.

Member discussion followed, with general consensus being that the committee should proceed with this effort. Discussion included the following:

- There is a very limited budget for marketing; speculation that rollout of 29.29 revisions may provide some resources for marketing.
- Efforts needs to target different populations: general public, K-12 students, parents, tech ed instructors, K-12 counselors; message must be geared to each audience.
- Consider encouraging K-12 to use a light version of Financial Tools for the Trades; students gain financial savvy and learn more about apprenticeship at the same time, serving as a marketing tool for us; consider using Clay's class as a sort of focus group to see if the course would be exportable to high school usage.

24th Biennial Conference:

Mr. Moore reminded members that the 24th Biennial Apprenticeship Conference would be held at the KI Convention Center in Green Bay on January 26-27, 2009. He stated that pre-conference training sessions would again be offered: Transition to Trainer and Local Committee Technical Assistance Guide.

Review of 29.29 Revisions – Mr. Moore reported that the EO108 workshop will likely be bumped for a session explaining the 29.29 revisions and their potential

impact in Wisconsin. He noted that the conference may be the first public opportunity to review the final regulations and asked if Council members preferred to meet again prior to the conference for review and consideration purposes. Member discussion followed, with general consensus being that BAS should work with a small group, either ad-hoc or via the Informational sub-committee to review the final language and identify issues for presentation at the conference. Members who are available can participate as desired.

Structure of Advisory Council Town Hall workshop – Mr. Moore provided a brief recap of attendee evaluations from the 2007 Town Hall workshop. Members in attendance expressed support for the Town Hall format, indicating that it is a valuable opportunity for the apprenticeship community to meet members and express their views and opinions. Members were asked for suggestions on how the Town Hall workshop should be structured. Suggestions included:

- All members should attend.
- Ensure that the description accurately describes the Town Hall format so that attendees know what to expect.
- Provide a five minute overview from each sub-committee describing work over past two years, and then solicit questions on that specific area.
- Use a facilitator to control timeframes and keep audience questions on topic.

Member discussion included other suggestions relating to the conference:

- Consider a refresher on the basics of how apprenticeship works in Wisconsin; who reports to who; what are the basic responsibilities at each level, what are the roles; what is the mission, vision and goals of apprenticeship.
- Consider a “state of the apprenticeship,” maybe in Ms Morgan’s keynote, discussing current economics, statistics over time, 29.29 regs, changes we’ve made in past few years, issues impacting us in the future.

WTCS Update:

Ms Wood provided the update. She distributed handouts covering several areas of information:

WTCS Order of Authoritative Reference – this handout provided a hierarchical listing of the legal and administrative citations relating to the governance structure of WTCS and its programs, particularly in relation to apprenticeship. Ms Wood pointed out that the listing helps a reader to understand the requirements and structures that pertain to particular programs or policies. Ms Wood encouraged BAS to create a similar document relating to the governance structure of registered apprenticeship in Wisconsin.

WTCS Operational Funding Sources 2006-2007 – this handout illustrated the funding sources as being 56% Property Tax, 16% Program Fees, 15% State Aid, 6% Contract/Other, 5% Federal, and 3% Material Fees. She noted that the system attempts to keep tuitions costs, which are 16% of operational costs, affordable to the student, which results in property taxes bearing more of the cost.

Program of Study Plan (DPI format) – this handout was an actual example of the format required by DPI for use by high schools in illustrating the courses that are included in tech ed programs. The structure organizes courses into pathways that

lead to occupation groupings. Ms Wood noted that all HS counselors “speak this language”: and would be familiar with this format. She also noted that Perkins funding provides \$56M annually for tech ed, with it being split 50/50 between high schools and technical colleges.

DPI Update:

No report.

Office of Apprenticeship Update:

No report.

BAS Update:

Mr. Moore informed members that BAS is continuing to work towards improved partnership between the Workforce Investment Act (WIA) system and Apprenticeship. He noted that BAS will conduct a workshop on this topic at the upcoming conference.

Statistics:

Mr. Moore presented statistics relating to the Wisconsin Apprenticeship program and reviewed same with members.

Old Business:

None.

New Business:

Barber/Cosmetology Inquiries - Several members reported that they been contacted by Ms Mary Glass, who heads an association of Barber/Cosmetology employers in the Milwaukee area. Discussion followed relating to high cancellation rates in Barber/Cosmetology apprenticeship programs. It was noted that this trade has the highest registration rates of all programs, but drops to 4th or 5th in terms of active apprentices because of the cancellation rates. Discussion included the following points:

- Consider a detailed evaluation of which programs are working in Wisconsin and which programs need assistance in order to improve; consider a report on the Barber/Cosmetology trade, including stats, realities of program failure, and realities of inactive committee.
- Explore differences between successful programs, such as Cost Cutters or Great Clips, and programs that are struggling; consider modeling success.
- Identify ways that the Council can help struggling programs to succeed or improve, e.g., can we educate them, can we give them better tools, can we improve our own tools so that we know more about what is going wrong, etc.

Connection to Youth Apprenticeship – Mr. Newby inquired about existing or pending linkages between youth and adult apprenticeship programs. It was noted that the Lakeshore Tech area has many employers who use both programs, primarily in industrial trades. Mr. Moore indicated that BAS is working to formalize some linkages in the Lakeshore Tech area. Member discussion continued, including the following points:

- Consider a presentation to the Council on existing youth apprenticeship programs, how they work, what exists, what their goals and outcomes are, how they do impact or could impact adult apprenticeship, positively and/or negatively.
- Connections and linkages would be positive, so long as they do not “go around” or skirt the JAC structure and process.

Next Council Meeting:

The date and time for the next meeting is yet to be determined. Members will be notified when meeting details are confirmed.

Adjourn

Mr. Belanger motioned to adjourn. Ms. Scaffidi seconded the motion. Motion carried. The meeting was adjourned.

Respectfully submitted by
Kathy Wellington, BAS Program and Policy Analyst